

Montgomery County Pedestrian Safety Initiative

Spring 2016 Outreach Efforts - Draft

Montgomery County Department of Transportation is continuing successful street-level pedestrian safety outreach. The spring campaign will focus on the following areas:

- Bethesda
 - Wisconsin Avenue
 - Woodmont Ave
 - Old Georgetown Road
- Silver Spring/Wheaton
 - Georgia Avenue
 - Bel Pre Road (Plaza Del Mercado)
 - Lockwood Drive
 - Wheaton
- HIA Group 1/Hispanic Community
 - Piney Branch Road
 - Randolph Road
 - Blair High School
 - Viers Mill Road
- Germantown/Gaithersburg
 - Middlebrook Mobile Homes
 - 355
 - 118
 - Gunners Branch
 - Lakeforest Mall Transit Center

The driving principles of the spring 2016 Pedestrian Safety Outreach program will be to:

- Leverage resources by using tools already developed in the County's pedestrian safety toolbox;
- Further relationships with organizations that have an interest in pedestrian safety efforts in these areas; and
- Develop new relationships with stakeholders

PLANNED OUTREACH ACTIVITIES

Outreach activities will utilize tools from our Pedestrian Safety Toolbox, which have been successfully implemented at other HIAs over the last four years. The following is a summary of planned pedestrian safety outreach from Feb 26 through June 12.

Police Enforcement

Montgomery County Police Department (MCPD) will be distributing tickets in HIAs and hot spots. This enforcement effort will target both pedestrians and drivers who do not adhere to pedestrian safety laws. Education efforts will be closely coordinated in support of enforcement efforts.

Special Events

MCDOT plans to attend five special events this spring: Wheaton Mall Educational Even (April 16), Greenfest (April 30), La Milla de Mayo (May 7), Imagination Bethesda (June 4), Taste of Wheaton (June 5), and Celebrate Gaithersburg (June 12). Ideally, MCDOT will have access to a tent at each event, from which we can distribute pedestrian safety information and administer the Pedestrian Safety Pledge activity.



Street Teams

MCDOT will continue to use street teams consisting of 3-6 people in high-traffic areas. They will distribute educational materials and giveaway items. All efforts will be made to have a Spanish and Amharic speaker on the team when needed.

Farmer's Markets

MCDOT will continue to have a presence at high-traffic farmer's markets such as the Bethesda Farmer's Market, the Pike Central Farmer's Market (North Bethesda), Silver Spring Fresh Farm Market, and the Fenton Street Market (this market is leaving Veterans Plaza. New location TBD). MCDOT will have a table (and tent if possible) and will distribute educational material and giveaway items.



Block Party Fiesta

In an effort to reach our Hispanic communities in a way that is fun and engaging, MCDOT will hold a block party in Piney Branch Shopping Center. MCDOT will invite food trucks to attend, hire a DJ to play music, and purchase attention-getting decorations, such as balloons. MCDOT will have a tent/table set up where we'd distribute giveaway items and hold a raffle to encourage participation. A banner would be created and displayed outside of the Best Way Supermarket to advertise the block party.

Blair High School Positive Reinforcement Street Team

MCDOT will continue to make surprise visits to the corner of University Blvd/Colesville Road, outside of Blair High School, throughout the spring. The team will distribute reflective giveaway items and do on the spot pedestrian safety trivia. Students who immediately put the reflector on their backpack or are wearing a reflector from a previous visit could get a \$5 Chipotle gift card. Students who answer trivia correctly will also get the opportunity to win a \$5 Chipotle gift card. With continued visits to Blair High School MCDOT hopes that the positive reinforcement will increase good pedestrian behavior.

High School Pedestrian Safety Volunteers

Recruit students through the Montgomery County Volunteer website who will implement pedestrian safety initiatives at their schools such as holding an assembly or developing a Public Service Announcement (PSA).

Safety in the Neighborhood / Fire Department Open Houses

MCDOT regularly coordinates with Montgomery County Fire & Rescue (MCFR) on pedestrian and other safety-related issues. MCDOT will continue to provide materials to distribute for MCFR's Safety in the Neighborhood program. This program involves firefighters going door-to-door to distribute important

safety information directly to members of the community. MCDOT will coordinate with MCFR to discuss opportunities for coordinating our spring outreach efforts.

Bethesda Urban Partnership (BUP), Wheaton Urban District Advisory Committee (WUDAC) Opportunities, Mid-County Citizens Advisory Board (MCCAB)

MCDOT will partner with BUP, WUDAC, and MCCAB staff to identify any additional outreach opportunities available. These organizations handle landscaping and maintenance as well as promotion of the downtown through innovative marketing campaigns and large-scale events. BUP manages the



Transportation Management District in Bethesda, which strives to promote pedestrian and bicycle access and increase traffic safety. They work with many of the local employers, and regularly lead outreach events aimed at encouraging employees to use alternative forms of transportation. BUP also oversees the Bethesda Red Shirts, a team of employees who help maintain

the Bethesda landscape and provide customer service to pedestrians in the Downtown area. MCDOT will work with BUP, WUDAC, and MCCAB to incorporate pedestrian safety information into their employer outreach efforts, street-level outreach, at their kiosks, and any other mediums available for information distribution.

Pedestrian Safety Volunteer Brigade

MCDOT will continue to develop and nurture a volunteer brigade of individuals who are available to support pedestrian safety outreach efforts in the community. We plan to engage these volunteers in our spring efforts, and also to continue recruiting members to the group through the County's Volunteer Center.



March 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Blair High School Positive Reinforcement Street Team	8	9	10 Randolph Rd/Veirs Mill Street Team	11	12
13	14 Blair High School Positive Reinforcement Street Team	15	16	17 Wheaton Street Team - Reddie, Metro, Wheaton Mall	18	19
20	21 Bel Pre Road Street Team - Plaza Del Mercado	22	23 Silver Spring Street Team (IdleTime)	24	25	26
27	28 Piney Branch Road Street Team	29 Lockwood Drive Street Team	30 Bethesda Street Team (IdleTime)	31		

Green = Sharp Events
 Red = Tentative Sharp Events
 Purple = IdleTime Events

Last Updated 5-4-16

April 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 <i>No School</i>	2
3	4	5	6 Lakeforest Mall Transit Center Street Team (1:00 - 3:00pm)	7	8	9
10	11 StreetSmart Event	12	13 Blair High School Positive Reinforcement Street Team	14	15 White Flint Area Street Team (11:00- 1:00pm)	16 Wheaton Mall Passport to Education
17	18 Wheaton Street Team - Wheaton Metro/Reedie Rd (5:00 - 7:00pm)	19	20 Connecticut/Aspen Hill Shopping Center Street Team (1:30 - 4:30pm)	21	22	23 Germantown Giant Event (10am - 2pm)
24	25 Blair High School Positive Reinforcement Street Team	26	27 Piney Branch/Flower Road Street Team (5:00 - 7:00pm)	28	29	30 Greenfest (10- 5:30pm)

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Last Updated 5-4-16

May 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 Randolph Rd/Veirs Mill Street Team (5:00pm - 8:00pm)	5 PBTSAC	6 Connecticut/Aspen Hill Shopping Center Street Team (5:00 - 8:00pm)	7 Wheaton Walk (10:30 - 1:30pm) La Milla de Mayo (Old Towne Gaithersburg) (6- 10pm)
8	9 Blair High School Positive Reinforcement Street Team	10	11 Langley Transit Center area (5:00 - 8:00pm)	12	13	14
15	16	17	18 Montgomery Village Shopping Center (5:00pm - 8:00pm)	19 Blair High School Positive Reinforcement Street Team	20 Bike to Work Day	21 Strut Your Mutt Bethesda (10- 4:30pm)
22	23 Lakeforest Mall Transit Center Street Team (5:00pm - 8:00pm)	24	25 Downtown Silver Spring (4:30 - 7:30pm)	26	27 Downtown Bethesda (4:00 - 7:00pm)	28
29	30	31				

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Last Updated 5-4-16

June 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 <i>PBTSAC</i>	3 White Flint Area Street Team (4:30- 7:30pm)	4 Imagination Bethesda
5 Taste of Wheaton (10:00-5:00pm)	6 Blair High School Positive Reinforcement Street Team	7	8 Montgomery Village Shopping Center (5:00pm - 8:00pm)	9	10	11 Pike Central Market (9:00 - 1:00pm)
12 Celebrate Gaithersburg Festival (12:00- 5:00pm)	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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